



USAID | **HAITI**
FROM THE AMERICAN PEOPLE

KATA - Women in Democracy

Background

A large majority of the population and their local economies depend on agriculture and micro-entrepreneurial activities for their survival. Most micro entrepreneurs and producers operate in the informal economy. A large portion of these micro entrepreneurs and producers are made up by women, who produce mainly for the domestic market, generating low profit margins and little value added. Some are organized in producer associations and apply basic collaborative strategies for their production and commercialization needs.

In spite of their relevance to the local and national economies most micro entrepreneurs and producers confront difficulties that limit their entrepreneurial development and ability to increase their competitiveness and income.

FED has identified some sectors, where there is market demand with potential for growth, and where there are micro entrepreneurs and producers groups that satisfy minimum requirements in terms of their basic productive capacity and local organization, which could be targeted by the project.

Femmes en Démocratie will train and also provide assistance with market linkages for these groups, enabling them to sell their products directly to retailers in the agriculture sector, in the tourism sector such as the Labadie resort, the Port au Prince international airport, and Yele Cuisine, with the long term aim to export these products to other Caribbean markets. The development of these market linkages and the ability for these producer groups to meet market demand is critical for maintaining the durability of these jobs.

Activities: Training will be provided in the following topics:

Entrepreneurship; leadership; association building/organizational development; production (access to raw materials, product innovation, increasing volumes, norms and quality standards); access to micro-credit; Promotion and marketing

USAID support: The total sub grant is valued at \$126,000. Of this amount, there was a cost-share of \$16,000 from Femmes en Démocratie and \$9,000 from the actual entrepreneurs.

Implementer: CHF KATA

Partner: Femmes en Démocratie

Objective:

1. Create or strengthen sixty entrepreneurs/micro-enterprises
2. Create between one hundred twenty to one hundred and forty additional durable jobs in selected micro-enterprises.